



TO: Honorable Mayor & Members
Fort Lauderdale City Commission

FROM: Lee Feldman, City Manager

DATE: September 18, 2012

TITLE: Motion to approve the 13-week Fort Lauderdale City Excursion Pilot Project
- \$30,000

Recommendation

It is recommended that the City Commission approve an expenditure of \$30,000 payable to the Transportation Management Association (TMA) to fund the Fort Lauderdale City Excursion 13-week pilot project.

Background

The Fort Lauderdale City Excursion pilot project will provide a link from Fort Lauderdale International Airport to downtown Fort Lauderdale. This will increase economic activity in the City. The concept for this project, along with the startup funding, was previously approved by the Commission and is budgeted.

The expenditure is to support the Transportation Management Association (TMA) pilot program to provide transportation from the airport to downtown Fort Lauderdale, for passengers who have several hours to wait between flights and/or cruises. In keeping with the Commission’s priorities and policies, and their consensus agreement, the excursions will provide economic development support to the area businesses by bringing additional patrons to downtown. Passengers will be delivered to a downtown non-profit partner’s site and provided options for excursions in the area for shopping, entertainment, and cultural venues.

Resource Impact

There is a fiscal impact to the City in the amount of \$30,000

AVAILABLE:								
		SUB			SUB			
FY	FUND	FUND	FUND NAME	INDEX #	INDEX NAME	OBJECT #	SUBJECT NAME	AMOUNT
2012	001	01	General Fund	EDV010101	Economic Development	3199	Other Professional Services	30,000.00

Attachment:

Exhibit 1 - Fort Lauderdale Excursion Business Plan

Prepared By: Kyle Carter, Procurement Specialist I

Department Director: Greg Brewton, Sustainable Development
Diana Alarcon, Transportation and Mobility